

Stroller with Style

Kate Spade for Maclaren

Introducing the fabulous Kate Spade collection for Maclaren – showing that being a mother is no barrier to fashion!



“Clean, modern shapes, a nod to the classics, and an element of surprise are the fundamental principles.”

Stand out from the other yummy mummies at the playground with this New York inspired range that tastefully incorporates Kate's signature style with the classic Maclaren functionality.





Rocker (RRP \$199.95)



Baby Carrier (RRP \$179.95)

An Element of Surprise

Clean, modern shapes, a nod to the classics, and an element of surprise are the fundamental principles of the Kate Spade design philosophy. Chief design considerations remain elegance, simplicity, and enduring quality. This philosophy applies to all accessories that Kate designs – from handbags and shoes to glassware and stationery.

Kate Spade designs pieces that will be as relevant tomorrow as they are today, with her vision being to create products that combine great personal style with long lasting utility.

Her stroller design for Maclaren is based on the best selling 'Ryder' model, with Maclaren being the stroller of choice for Princess Mary, Michelle Williams and Uma Thurman to name but a few star mums.

In true fashionista style, the Kate Spade stroller (RRP \$529.95) comes with a range of matching add-on accessories, such as the rocker (RRP \$199.95) and baby carrier (RRP \$179.95).

All of these gorgeous pieces are made to the same comfort and safety standards you expect from Maclaren, so your bub will be safe and chic.

These must-haves for fashion conscious parents are exclusive to David Jones and are now in store.



About Kate Spade

After college in 1986, Kate took a job at *Mademoiselle* magazine, leaving five years later with the title of senior fashion editor/head of accessories. While working at the magazine, Kate realised that the market lacked stylish, practical handbags and so began designing her own, launching 'Kate Spade Handbags' in January of 1993. Her signature range now encompasses not only handbags, but shoes, linen, crockery, stationery, and of course, baby goods.

About Maclaren

It all began in 1965 when retired aeronautical engineer Owen Maclaren designed and patented his prototype Baby Buggy, the B-01. Weighing just 3kg and with a revolutionary 3D fold, his design liberated parents from the bulky pram and set a new standard in design and usability. Maclaren is now world renowned and its prams synonymous with quality, durability and style.

Visit www.cnpbrands.com.au or contact Customer Service on 1300 667 137 for your nearest stockist.

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